

La Vie collegienne

Vol. 76, No. 10 An Independent Publication Founded 1924

MUSIC INDUSTRY CONFERENCE 2008



Going for a spin:
Vinyl sales increase in
a digital age

PAGE 3

Stick a label on it:
a look at options for
musicians

PAGE 2

Check It Out!
La Vie's guide to
area venues

PAGE 9

EXCLUSIVE

**Students sound off
about MIC**

PAGE 6

Official
MIC
pull-out
guide
PAGE 6

**Heard around
the world:**
LVC students
abroad
discuss music
overseas

PAGE 5



IN THIS ISSUE: LVC mourns Marquette's passing PAGE 12
An IDEA for grading professors PAGE 10



OFFICIAL MIC
PANELIST PREVIEW
AND SCHEDULE
SEE PAGES 6&7

>>> REVITALIZING VINYL

Once thought to be a dying medium, vinyl sales are improving in the face of the MP3 and iPod generation.

SEE PAGE 3

>>> LEARNING FROM THE LEGENDS

Three LVC students got the opportunity to experience the music industry first-hand, working alongside award-winning producers and high-profile artists...even if they had to get their coffee every now and then.

SEE PAGE 4

>>> THE SONG REMAINS THE SAME?

Students studying overseas share their impressions of music tastes abroad.

SEE PAGE 5

>>> HARD WORKIN' CLASS

The LVC Music Industry Conference has come a long way in its four-year history. Find out how it all began and how this class project continues to grow.

SEE PAGE 8

Cover artwork by:

Ben Waltz '11
Sam Shoemaker '11



JON WOLFF '09
LA VIE STAFF WRITER

Music is everywhere. It's on the computer, on the phone, on TV, in movies, and of course, it's splattered all over the internet. But where does this music come from?

With modern technology and Internet-based musical distribution, there are new options to traditional copyright laws and record labels. Below are a few of the many options available.

Major labels

When people think of record labels, these are probably what come to mind—the stereotypical labels that every high school band dreams of getting signed to one day.

A “major” is a massive, multinational company that makes up more than 5% of the world market for the sale of records. The current majors are Sony BMG, EMI, Universal Music Group, and Warner Music Group, also known as the Big Four.

These companies finance and distribute most of the commercially successful records that is heard today, and in return for financing these albums, they are given the rights to the sound recordings and keep a large share of the albums' profits for themselves.

Indie labels

The “indies” are record labels that are not funded by the Big Four. Typically they don't have the financial resources to promote their music like the majors. Still, many labels have been able to survive, be successful, and even give more royalties back to the artists.

The many sounds of success

Record labels consists of much more than the Big Four



Ben Waltz '11 / LA VIE

While some people may think that indie labels comprise a relatively new phenomenon, they have actually been around for a long time—ever heard of Apple Records? Yes, the Beatles started their own indie label in 1968.

It was not until the punk rock era, though, that indies took on the form known today. The “do-it-yourself” mentality of the era led to a boom in these upstart labels. While most of these original labels no longer exist, the DIY nature can still be seen in today's indie labels, such as Domino Records, Slugfest Records, and Tooth & Nail.

Open Source Labels

Open source labels are a response to what some musicians see as too much corporate control over the music industry. These labels allow artists to distribute music with

a greater level of freedom under a “copyleft” license.

“Copyleft” is a play on the word copyright. It describes the practice of using copyright laws to remove the restrictions of distribution and modification from works such as music, art, and software. Copyright infringement may be avoided if all modified forms of product are also distributed under the copyleft scheme.

Some better known open source labels are BeatPick, Krayola Records, and Gizmotron.

Creative Commons

Creative Commons is a non-profit organization that offers yet another alternative to the standard copyright laws and big record companies. Founded by Lawrence Lessing, Creative Commons is devoted to expanding creative content by giving artists the ability to decide

which rights they reserve and which they waive for the benefit of others.

To do this, Creative Commons offers six main licenses agreements with varying levels of restriction.

Some of the most popular Creative Commons sites are Jamendo, Electrolabel Community, and CCMixer.

No Label

If even *that* is too limiting for some, why bother with any record label at all? Bands like Nine Inch Nails and Radiohead are now taking on the world sans record label.

This gives artists the ability to “go viral” and release music when and how they want at a price of their choice or the choice of the purchaser. It also allows artists to package albums in multiple forms, allowing the real fans to support their favorite artists—and the avid ones to spend huge sums of money on collector's editions bundles.

The “Big Four” are still the juggernauts of the music industry, but if an artist can't get signed to Sony BMG, there are clearly other powerful and effective options available.

Sources: Wikipedia.org, CreativeCommons.org, Wired.com, Forbes.com

J. WOLFF

jcw003@lvc.edu



Vinyl sales make a comeback

BRITTANY TOBIAS '11
LA VIE STAFF WRITER

Some are calling it the last nail in the coffin for CDs.

No, it's not MP3 formatting but the surge of vinyl record sales in the past two years.

In its end of the year report for 2007, the Recording Industry Association of America showed some surprising numbers. Extended Play (EP) and Long Play (LP) sales were up a staggering 36.6 percent while CD sales slumped by 17.5 percent. While CD sales have slumped in the last decade due to digital music sales and illegal downloading, many record labels are jumping on the resurgence of vinyl sales.

To keep the iPod generation satisfied, many labels are offering new releases on vinyl in addition to CD

and MP3 formats. Some are even going the extra step and giving free coupons for audio downloads to customers who choose to buy a vinyl record. That still gives the customers the perks of having the vinyl at home and the convenience of taking the digital files with them on the go.

So why after years of declining sales is vinyl making a comeback?

Many music enthusiasts have two main reasons. Music junkies prefer the sound of a vinyl record to that of a compact disc. When CDs are being recorded, the engineers have the capability to compress as much audio as possible, making it sound as loud as possible. However, vinyl doesn't have the ability to be as compressed, giving a softer, warmer, and more appreciated sound.

The second reason is the artwork and packaging. Since the iTunes in-

vasion began, consumers would purchase the music files, but the booklets found inside CD cases with photos and lyrics couldn't be sold. Therefore, many feel that the connection between the artist and the listener isn't there and the whole excitement of purchasing the disc for that reason makes music less personal. Record labels are going all out with their vinyl packaging. They include stellar artwork and photography, posters, full jacket books, and in some cases, promotional magazines. It also allows for more freedom in the design because vinyl can come in all sorts of shapes and colors.

While "Abbey Road" by The Beatles seems to be among the most popular to be sold, bands such as The White Stripes, Foo Fighters, and Pink Floyd are high in the ranks as well. More and more mainstream bands are jumping

aboard. Madonna and Elvis Costello recently reissued albums onto LP format, and many bands including The Killers, Jack's Mannequin, and Keane are releasing their new albums on vinyl as well.

Most local independent music stores have vinyl sections, while the national chain store BestBuy offers them online and in select stores. Amazon.com also launched

a section on its website dedicated entirely to vinyl in October 2007.

So dust off Dad's old turntable and spin a few records to see what all the fuss is about. Most of the new LP's are priced around \$14.99, while used ones can be bought for as cheap as a penny.



Ben Waltz '11 / LA VIE

Affordable, Quality, Used Guitars and Amps

PLAYERS EXCHANGE
BUY - SELL - TRADE

Scott Frange
Owner
225 South 3rd Street
Lemoyne, PA 17043
(717) 975-2385

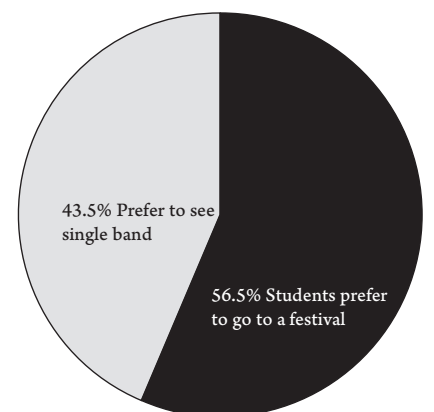
**CD & DVD
DUPLICATION SERVICES**

short runs
mass production
demo packages
retail ready packages
graphic design

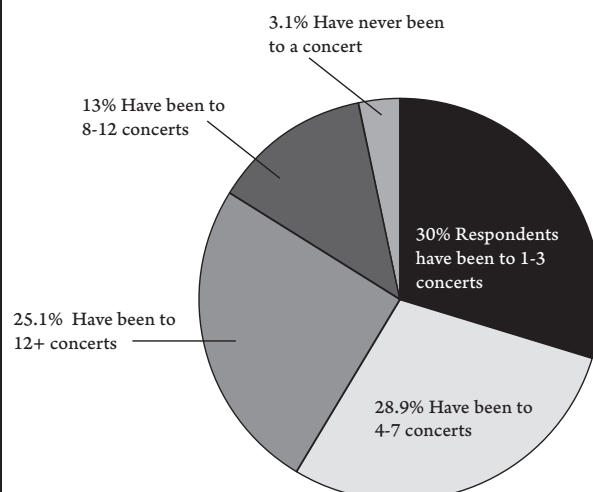
r a i n t r e e
717.867.5617
www.raintree.com
109 West Main Street, Annville PA 17003

What do you prefer?
La Vie asked LVC students to share their opinions about concerts via an online survey

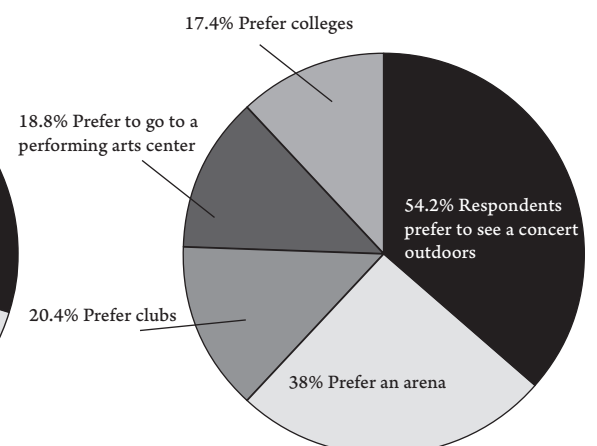
-Compiled by Beth Julian '09



Do you prefer to see a single band play or go to a festival?
(Based on 446 students)



How many concerts have you been to?
(Based on 447 students)



Which venue do you prefer to see a concert in?
(Based on 437 students)

WE ARE THE CHAMPIONS

top athletes share
their top 5

Michael Phelps

Olympic swimmer, originally from Maryland

1. "Overnight Celebrity" by **Twista**
2. "Burn" by **Usher**
3. "Roses" by **Out-kast**
4. "Till I Collapse" by **Eminem**
5. "Smile" by **G-Unit**



David Beckham

English soccer player who currently plays for Los Angeles Galaxy

1. "Wannabe" by **Spice Girls**
2. "Waiting for 7:18" by **Bloc Party**
3. "Wonderwall" by **Oasis**
4. "Kruder & Drofmeister" by **Conversations**
5. "The Drug Don't Work" by **The Verve**



Peyton Manning

American football quarterback who currently plays for the Indianapolis Colts

1. "Achy Breaky Heart" by **Billy Rae Cyrus**
2. "Caribbean Queen" by **Billy Ocean**
3. "Stroke Me" by **Billy Squier**
4. "Born To Run" by **Bruce Springsteen**
5. "Take It Easy" by **The Eagles**



Serena Williams

Professional tennis player, originally from Michigan

1. "Whatever U Like" by **Nicole Scherzinger**
2. "The Way I Are" by **Timbaland**
3. "Give It to Me" by **Timbaland**
4. "My Humps" by **Black Eyed Peas**
5. "Makes Me Wonder" by **Maroon 5**



-Compiled by Samantha Shober '11



BRITTANY TOBIAS '11
LA VIE STAFF WRITER

Every college student wants to score that internship, the one that's going to give them the edge over everybody else after graduation. This past summer, three LVC students from the music business and music recording technology departments seized valuable internship opportunities in Harrisburg, Philadelphia, and Nashville, Tenn.

Scott Keeler '09

From June until August, Scott Keeler spent his days interning at RockDiva & SugarDaddy Publishing in Middletown. During those three months, Keeler had plenty of responsibility, most of which was marketing for the company. He e-mailed people to have them check out the company and followed up on leads from those who were interested.

"I wrote up a few contracts and handled some contract negotiations," says Keeler. In addition, he also took care of website maintenance and inputting data into the company database.

Keeler landed the spot by talking to the owner of the company, Sherri Mullen. Mullen runs the Nashville Songwriters Association International (NSAI) and had a meeting at LVC last April. He approached her to talk about a possible internship and "[Mullen] pretty much agreed to let [him] intern with her on the spot."

Keeler feels that the summer internship allowed plenty of experience and training that couldn't be taught in a classroom. His favorite part of the job was working with the contracts.

However, going through websites and sending out marketing e-mails to hundreds of people was his least favorite job.

"It's an important part of the job," Keeler admits, "but it was by

far the most boring."

Overall, Keeler feels much more knowledgeable about what he's getting into after graduation.

Jonathan Blass '09

For three summer months, Jon Blass spent countless hours in a Nashville studio with Grammy Award-winning independent mixing engineer and producer John Jaszcz.

Blass was referred by an engineer and an artist whom he had previously worked with, and both knew Jaszcz. Blass assisted engineering, facilitated hard drive management, sent mixes to clients, rushed to FedEx to get packages shipped, and, of course, made coffee.

"My favorite part of the job was being in the studio all day, every day, listening to and creating great music with skilled musicians and engineers," exclaimed Blass. As for his least favorite part however, it was spending 17 hours at the studio in one day, giving him at total of 72 hours that week without any pay.

When asked about having the opportunity to meet or work with any-

one famous, Blass has an impressive list. He worked with country artist Phil Vassar, the editor of *Mix Magazine*, Sarah Jones, and several well-known engineers. He also met several artists in the gospel world including Kurt Carr, Hezekiah Walker, Donald Lawrence, and producer Mano Hanes.

Blass added that because he worked with an independent engineer, he was able to work with several other engineers in different situations. In addition to the studio work with Jaszcz, he did some live recording in Chicago and Houston, as well as working in several other studios in Nashville. He met an extraordinary number of people and left at the end of the summer with a wallet full of business cards.

Jeff Campbell '09

For the past two summers, Jeff Campbell has spent his summer interning at 88.5 WXPB radio station in Philadelphia, helping with the "World Café with David Dye."

At the beginning of the process, Campbell filled out an application and a resume. A week and a half later he had an interview, which caused him to

miss Dutchmen Day, but landed him a job for the next two summers.

In Philadelphia, Campbell set up microphones and equipment for sessions, editing interviews, archiving sessions, and organizing the archive closet.

"My favorite part was having bands coming into the studio and performing and giving interviews," says Campbell. His least favorite part, however, was archiving, describing it as "very tedious."

While there, the list of people in the music industry expanded, including band acts. Notable names include Bela Fleck, Ryan Adams, Fountains of Wayne, The Fratellis, and Spearhead. Yet Campbell was able to keep it all in perspective.

"In the end, they're just people," he says.

Campbell met numerous people in the indie radio world, including tour managers, producers, and equipment managers.

When asked if it was overall a good experience, Campbell simply replies, "Hell, yes."

B. TOBIAS

bat001@lvc.edu

White's

HARLEY-DAVIDSON/BUELL

BUELL 1125R FINANCE PROMO

No Money Down* on a NEW untitled 2008 Buell 1125R
72 Month Loan *Restrictions apply

- Qualified customers do not need to put any money down. The purchase can be financed for up to 72 months through Eaglemark savings Bank.
- Available on any new, untitled 2008 model year **Buell 1125R** motorcycle purchased from October 3rd, 2008 through December 31st, 2008.

1515 E. Cumberland Street • Lebanon, PA 17042 • (717) 272-4986
Toll Free (888) 894-4837 • www.WHITESHARLEY.com

HOURS of OPERATION:
REGULAR: M.W.F 9am-8pm
Tu & Th 9am-6pm • Sat. 9am-3pm
HOLIDAY: (Nov. 28 through Dec. 31)
M-F 9am-8pm • Sat. 9am-4pm
Sun. 11pm-4pm

American Express • VISA • Mastercard
Discover • Harley VISA Card

Celebrating **55** Years in Business
Est. 1953 • Lebanon, PA
1953 - 2008



Traveling tunes

What are students listening to abroad?

Name: Caitlin Bedford '09

Location: Montpellier, France

Popular genres: Rock and rap in both English and French, also French jazz/blues

Popular artists: Metallica, Paramore, Indochine, KYO

Reaction: "It's incredible how much [music] is not considered profane. You can talk about sex, love, and all sort of things without being considered wrong. They appreciate music and the freedom of expression that it brings. Not everyone may like the same types, but they can all at least agree that it is art and should be respected."

Name: Katy Raines '11

Location: Perugia, Italy

Popular genres: Rock and techno, less pop than America

Popular artists: Ziano Ferro, Zucchero, Laura Pausini, Elisa, Zero Assolute, Katy Perry, Rihanna, Coldplay

Reaction: "I was surprised about how much American music is played here in stores and restaurants. Also, it seems to me that Italians enjoy more techno than Americans do. Much of the American music played here is either up-beat alternative music or techno remakes of softer music. They seem to have something called 'house music' where DJ's use instruments to make some kind of techno mix."

Name: Mark Fersch '10

Location: Berlin, Germany

Popular genres: Techno, popular American R&B/rap/hip-hop, German pop, classic rock, alternative rock

Popular artists: The Kings of Leon, Tweed, Fettes Brot, Interpol, Various DJ's

Reaction: "Most of the hip-hop is American, as is a large chunk of the mainstream radio rock. English bands seem to have a bit more clout in the European rock scene. Some of the new popular music has a style that would be outdated in the States."

Name: Allison Goodyear '10

Location: London

Popular genres: Pop, hip-hop, rock

Popular artists: The Kings of Leon, The Ting Tings, James Morrison, Rihanna, Kanye West, and The X Factor

Reaction: "[England's] music is not really different from the U.S. They listen to a lot of the same things we do. You have your basic genres, but there's definitely nothing even comparable to country. But most of the stuff we listen to in the U.S. is here too; it's just a little bit delayed."

Where do you get your music?

- 65% of 504 students use iTunes or other download services
- 54% share music with friends and family
- 44% buy music from a store
- 31% use free downloading services
- 23% get music from the library

When do you listen to music?

- 97% of 508 students listen to music in the car
- 92%—When relaxing in dorm/apartment/house
- 71%—While working out
- 71%—While doing homework
- 68%—When hanging out with friends/family

Top 5 Genres

- 29% prefer Rock
- 16% prefer Alternative
- 14% prefer Country
- 11% prefer Pop
- 8% prefer Rap/Hip-Hop

5 Favorite Albums

- Coldplay, Viva La Vida
- Taylor Swift, Taylor Swift
- Jason Mraz, We Sing. We Dance. We Steal Things.
- Carrie Underwood, Carnival Ride
- Rihanna, Good Girl Gone Bad tied with 3 Doors Down, 3 Doors Down

Top 5 Songs of All Time

- The Beatles, "Hey Jude"
- Queen, "Another One Bites the Dust"
- The Beatles, "I Want To Hold Your Hand"
- Timbaland ft. OneRepublic, "Apologize"
- Survivor, "Eye of the Tiger"

Top 5 Albums of All Time

- Billy Joel, Greatest Hits
 - The Beatles, The Beatles [White Album]
 - Michael Jackson, Thriller
 - Shania Twain, Come On Over
 - Pink Floyd, Dark Side Of The Moon
- Compiled by Beth Julian '09

PICK Music
STUDIO AND TRUMPET STORE
(717) 266-8942
60 Glen Drive Manchester, PA 17345

Wondering About Abortion?

- Pregnancy testing with immediate results
- Education on all options
- Limited ultrasounds when indicated
- Confidential & free

We care and we'll listen.
Lebanon Pregnancy Clinic
717-274-0600
132 South 8th Street, Lebanon
Call for a day or evening appointment

A Life-Affirming Organization
www.pregnantwecare.com

"BIGGIE MEETS THE STROKES"

ELUCYRUE

DOWNLOAD THE ENTIRE EP FOR FREE @
MYSPACE.COM/CHRISKYTEMUSIC

DQ
SOMETHING DIFFERENT
LVC

LVC STUDENT DISCOUNT
with student ID

at **DAIRY QUEEN WEST**
W. Cumberland St - Rt 422 - Lebanon
& **DAIRY QUEEN OF PALMYRA**
Rt. 422 N. Londonderry Sq. Palmyra
www.dairyqueenwest.com

>> Music Industry Conference

Greetings

As the President of Lebanon Valley College, I am very pleased to welcome you to the Lebanon Valley College Music Industry Conference. Music Business and Music Recording Technology are relatively new



programs at this college, but they are attracting an increasing number of majors and reflect a growing interest among students and the population at large. We are

happy to be holding this conference at Lebanon Valley.

I trust you'll enjoy your day at the college.

Stephen C. MacDonald
President

Welcome to the Lebanon Valley College department of music's Music Industry Conference IV. Fittingly, you gather for this day-long immersion into the workings of the music industry on St. Cecilia's Day, the patron saint of music, November 22. You



Ben Waltz '11

honor us with your attendance, and I am confident that your day will be well spent.

This fourth edition of the MIC would not be possible

without the leadership of Professor Jeff Snyder and the Music Industry Student Association (MISA), the Audio Engineering Society (AES), and students from other majors. I have personally observed their many hours of preparation and hard work. We also acknowledge the cooperation and support of President Stephen C. MacDonald, the LVC Admission Office, the staff and writers of *La Vie Collegienne*, LVC Student Government, housekeeping and facilities-services professionals, food service, public safety officials, and many others whose efforts combine on a day like this to make such an event possible.

Mark Mecham
Chair, Department of Music

OFFICIAL CONFERENCE SCHEDULE

**8 a.m.-
9 a.m.**

Registration
BLAIR LOBBY
(coffee and donuts will be available!)

**9 a.m.-
9:20 a.m.**

Opening Remarks
LUTZ HALL
President MacDonald, MISA President Jeff Campbell, and AES President Matt Pribisco will open the conference.

**9:30 a.m.-
10:50 a.m.**

Ind. Recording Engineers
LUTZ HALL
This panel is made up of recording engineers and studio owners who will cover issues regarding the music industry from their perspectives. Topics discussed include the closing of major recording studios and the future of anyone interested in becoming an engineer or recording studio owner.

**11 a.m.-
12:20 p.m.**

Music Publishing
LUTZ HALL
This panel includes music publishers from all areas of music publishing and will cover pitching songs to artists, movies, TV, getting licenses, etc. Anyone who writes songs or composes music is highly encouraged to attend.

**11 a.m.-
12:20 p.m.**

Gigging Musicians
CHOIR ROOM
This panel consists of professional musicians who will tell their personal stories and tips on how to succeed in the music industry from the standpoint of a performance.

**12:20 p.m.-
1:20 p.m.**

Lunch
MUND STUDENT CENTER
Students and signs will show the way to the right area for lunch

**1:30 p.m.-
2:50 p.m.**

Independent Record Labels
LUTZ HALL
This is a panel that tackles issues focused on the ever-changing music industry, the power of the internet, the crucial need for independent labels, and offers information to anyone interested in getting signed to a label or wanting to create one of their own.

**1:30 p.m.-
2:50 p.m.**

Music Software Workshop
CHOIR ROOM
In this workshop, Richard Hotchkiss, CEO of GVOX, and developers of Encore and MusicTime Deluxe software will demonstrate the latest software that helps compose, record, and print music.

**3:00 p.m.-
4:30 p.m.**

State of the Industry
LUTZ HALL
This panel consists of individuals who will look at the complete music industry and discuss the many facets and opportunities for anyone interested in getting involved in some way. It will include perspectives from a variety of professionals who have unique jobs in the industry.

4:30 p.m.

Closing Remarks
LUTZ HALL
Guests of admissions will meet in the CHOIR ROOM after the raffle drawing

Schedule compiled by
Tony Gorick '11

VALLEY'S VOICES

What are you expecting from or looking forward to at this year's Music Industry Conference?

Anthony Spinnato

"The main thing I am looking forward to this year is the opportunity to get my foot in the door of the music industry. It's not every day that important people in the industry head up to Annville for a conference. Last year when I attended, I was a freshman, so I was not very ambitious when I approached the panelists...but I hope to at least get some e-mail addresses this year."

Juliana Morey

"I'm looking forward to meeting with all the professionals in the music business industry. Just meeting them in general is really awesome. It's very generous of them to come to our school."

Stefan Moyer

"I'm looking forward to learning more about the music industry and how it's run by the professionals."

Matt Gryzlo

"I think the thing I'm looking forward to the most this year is the fact that we are getting a lot of great and important people from all over the industry coming to speak. I was notified the other day that we have even had musicians from far away requesting to speak at our conference, which says a lot for how great it will be."

Jeff Willet

"Well, I haven't seen a list of stuff going on for this year's MIC yet, so I have no idea. Something similar to last year's Korg demonstration or sales pitch would be cool, though."

Brian Kerns

I am really looking forward to hearing about different experiences that different kinds of musicians have had in their specific areas of the industry. I am looking forward to the music software workshop to learn about different kinds of music software. I would also like to hear the kind of tricks and advice that the panelists have for succeeding in the music industry.

Compiled by
Andrea Hoover '11

Who's who at MIC?

Industry insiders come to Annville to share their knowledge



newpants.com

Robert Case
President of
New Pants Publish-
ing

Throughout the years Case has been able to produce and release CDs that have made it in 26 various categories on the Grammy Entry List including Album of the Year among others. Case has had his songwriters songs on TV shows including South Park.

Harry Dean
Member of the
Bloodhound Gang
Dean is also known as DJ Q-Ball.



myspace.com/
bloodhoundgang

Dan Newell
Manger Guitar
Center in Harris-
burg, Co-Owner of
the Greenroom Recording Studio

Emily Kalda
Product Manger (Service Planner)
for Helio, RealNetworks, Rhapsody.

Emily graduated from Lebanon Valley College in 2003 with BA in Music and a BA in Music Business.

She currently works at Real Networks in the Music on Demand section doing Music, Ringtones, and Ringback tones for cell phones (Verizon and Helio) and for the PC. She is a Service Planner/ Product Manager and is currently working on a sales proposal to win another large client.

She hopes to offer the current students her experience, advice, and encouragement, as well as to answer questions about the telecommunications industry and digital music - a unique job that some students may be unaware of!

Russ Diamond



russdiamond.org

Owner of
Raintree Pro-
ductions

Diamond has helped Raintree provide CD, DVD, and cassette

manufacturing and other critical services for independent musicians, record labels and the software/data storage industry.

Sherri Mullen

Owner of RockDiva & SugarDaddy Publishing

Mullen has had three full-length CDs released and has been an award-winning singer/songwriter that has received the American



sherrimullen.com

Society of Composers, Authors & Publishers (ASCAP) PLUS Award four times. She is also a coordinator of the Eastern Pennsylvania Chapter of the Nashville Songwriters Association International (NSAI) that creates workshops and has recently added a Lebanon Valley College Chapter. Mullen has had her songs featured on TV, radio and film, and continues to actively develop projects around the world.

Zach Neil

President of
East Coast Inde-
pendent

Neil presides over the north-east-based promotions and marketing company

ECI that works with discovered and undiscovered talent to help establish long-term careers in the music industry today. Neil emphasizes that ECI is based on DIY ethics and strives for mainstream success for all bands involved.

Paula Savastano



savsch.com

Director of Royalties at Spirit Music Group. Owner of Savastano, Schmel & Associates, LLC

Savastano has worked in the music business for over 15 years after beginning her music career working in the Opera Administration and helping companies such as Wolf Trap Opera and The

Greater Miami Opera. Savastano was then hired at Broadcast Music, Inc. (BMI) in the Writer and Publisher Relations Dept. and has since been held in other positions including Editor and Copyright Coordinator for Cherry Lane Music's print division and Director of Licensing and Royalties at Musical Heritage Society, among others.



indiehq.com

Darren Walters
Co-Owner/La-
bel Manager of Jade-
Tree Records

Walters has been involved in managing bands that include Paint it Black, The Loved Ones, Lifetime, Jets to Brazil, Strike Anywhere and Kid Dynamite.

Brad Zabelski

Owner of Trav-
eling Tracks remote
and mastering stu-
dios

Zabelski has had a hand in mastering and recording an array of bands to high schools in an attempt to assist individuals interested in music.

Joe Trojcek

Owner of
Progressive
Enterprises
Sound Studios/Produc-
tion Company

Trojcek is the founder and president of Progressive Enterprises in Elizabethtown, PA and is now in the company's 23rd year. He has specialized in audio production and has composed for radio, television and stage. Trojcek has clients that include The Real Estate Cyber Space Society in Boston and has earned national reputation for his work. He is an musician himself, as an organist at local churches and playing keyboards in the jazz trio Fresh, and has helped advise Dauphin County Vo-Tec School and Harrisburg Area Community College. Trojcek is an

adjunct professor at Lebanon Valley College and is hoping to continue is mentoring of youth through his inspirational book "FOCUS ON THE LIGHT" based on his com-
pany about turning
an idea into reality.



myspace.com/
slugfestrecords

Joe Mattis

Executive Pro-
ducer of Slugfest
Records

Mattis has been a part of the Slugfest Records Artist Development Company and has over 15 years of other experience for labels such as Island, Polygram, Universal Music, and King Biscuit Ent.

Richard Hotchkiss

CEO of GVOX, makers of Encore, MusicTime Deluxe, and MasterTracks Pro music software.

Hotchkiss is an accomplished cellist who has performed Grammy Award-winning music on the soundtrack to Standing in the Shadows of Motown with the Funk Brothers, among others. He has also had the opportunity to perform with Barry Manilow, Rod Stewart, Meat Loaf, Paul Anka, Natalie Cole, Frank Sinatra Jr., Johnny Mathis and others. Hotchkiss has also performed in front of First Lady Barbara Bush, among other dignitaries.

John Harris

CEO of the John Harris Group

Harris uses his company to be a Consultancy to the Entertainment, Sports, Hospitality, and the Gaming Industry. He has developed music industry conferences on the east coast, including the annual Millennium Music Conference in Harrisburg, PA.

Courtney Schmehl

Licensing & Copyright Department- Turn Up the Music (TUMT)

Ent.)

Schmehl graduated from LVC in 2005 as a music business major.

She currently works at an independent record label in the music licensing department.

She looks forward to sharing her experience with those interested in the industry. She explained:

"It's important to learn about a field before you decide to enter it. Plus, any excuse to come back to the campus I love..."

Tom Volpicelli

President & Head Engineer, The Mastering House, Inc.

Volpicelli has been a contributor to the Philadelphia area recording community since the early '90s.

His credits include mixing and/or mastering live performances for such legendary artists as The Who, Iggy Pop, Kansas, Jerry Lee Lewis, and Pat Benatar, as well as work for many national and regional artists.

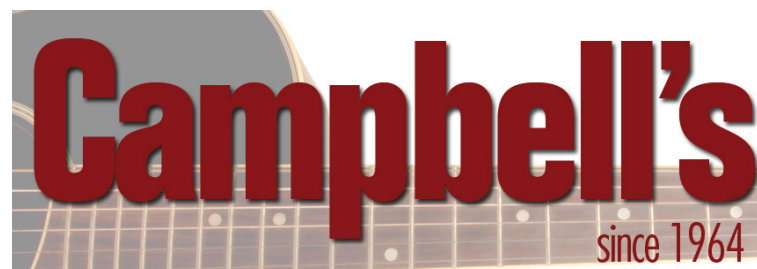
As an engineer for the nationally syndicated radio show "The King Biscuit Flower Hour", he has helped produce and engineer shows for a veritable "who's who" of rock artists, including The Rolling Stones, The Kinks, Eric Clapton, Bachman Turner Overdrive, U2, Lynyrd Skynyrd, Dave Edmunds and Fleetwood Mac.

Tom is currently an adjunct professor at LVC.



myspace.com/
masteringhouse

compiled by Tony Gorick '11
and Jon Wolff '09





SARAH KALTREIDER '11
LA VIE STAFF WRITER

Four years is all it takes.

In 2004, LVC introduced the first-ever Music Industry Conference (MIC). The intent for the MIC was to give students an ability to form connections and speak with professionals who are in the business they want to pursue.

Fast-forward to 2008, and MIC has turned into a success. The MIC took a hiatus in 2005 but resumed in 2006 and was renamed LVC-MIC. (Previously, MIC was co-hosted with Albright College). Ever since, LVC-MIC has grown in attendance and respect.

In 2007, Jeff Snyder, associate professor of music, started a course—



Ben Waltz '11 / LA VIE

MIC COORDINATOR AND PROFESSOR JEFF SNYDER takes a few moments to share some of his guitar skills in his office

MBS 179—in which students plan and host the event. Students of all disciplines are invited to participate, although the course consists primarily of music business and music re-

cording technology majors.

The first year of MIC experienced a scramble to find companies to participate, which has completely turned around in today's confer-

ence. An increasing number of companies are contacting the organization due to the fact of how huge it has become.

It may be surprising to hear, but panelists usually come for free. Each are offered something such as gas money or a small fee but most decline the favor.

The introductory year experienced financial difficulties with the event barely breaking even. That has diminished at each conference since then as more money is left over from previous conferences.

One student job for the event is to ask for ads and panelists. While completing this task, the students also organize fundraisers and set up the entire one-day event.

To put together the event, students are broken into teams and paired with

“elders” (seniors). Each group is responsible for a particular activity. For instance, one group may do marketing while another focuses on financing.

To ensure the process flows well each year, the “elders” create a how-to booklet designed specifically to outline what it takes to run a conference.

An idea unique to LVC-MIC is allowing prospective students to enter the event for free. Admissions first examines high school students who propose an interest in the college for the music business or music recording technology programs. These students are then invited to spend the day at MIC.

A special thanks to Snyder for providing the information regarding the history of MIC.

S. KALTREIDER sek004@lvc.edu



ALYSSA BENDER '11
LA VIE STAFF WRITER

Does anyone actually go to a store and buy a CD now-a-days?

It seems like with the newest technology, there is no point in owning the actual CD of your favorite band.

Without even leaving the comfort of your desk chair, you can browse iTunes, Apple's online music store. Here you can buy whole albums or just individual songs.

A slightly freeloader-ish way to accumulate music would be to get your friends to burn you CDs for free. Another free way, but also against the

law, is the Internet download.

Is there any reason to go to FYE anymore? Ann Marie Crider '11 doesn't think so. She prefers to burn music from friends, recently acquiring 500 songs from one in particular.

“I'm not as into music as many other people are,” she explains. “When I have a CD or a burned CD from a friend, I can listen to that for a really long time without getting sick of it.”

She says that the last time she bought a CD from the store was last spring.

Sean Deffley '11 prefers iTunes rather than making the trip to the mall.

“I generally get my music from iTunes because I don't have to go to

the store,” he said.

He also takes advantage of a feature particular to iTunes, stating that he prefers he can “just pick one song” as an option rather than buying the whole album.

Since it was introduced in 2001, iTunes has quickly gained in popularity among music lovers. After a milestone of 100 million songs sold in the summer of 2004, the software's popularity has grown exponentially, reaching the mark of five billion songs sold on June 19, 2008.

Yet some still prefer to make the trip to the store.

“I prefer to buy the actual

An endangered species Students discuss fate of the CD

CD,” says Brianna Long '11. She likes to burn CDs as well but does not use iTunes.

Alison Reed '12 chooses to buy her CDs in the store, too, although she hasn't bought a CD for a couple of months. Additionally, she burns CDs and uses iTunes.

Along with these methods of acquiring music, half of those interviewed admitted to having downloaded music illegally at least once, one student feeling the need to justify the assertion with the state-

ment, “the last time was four years ago, though.” These trends are evidenced in music sales as well.

According to RollingStone.com, record sales for the top 10 albums in 2000 sold a combined 600 million copies. In 2006, the top 10 sold just 25 million.

Students and other individuals are choosing the more convenient and often cheaper routes of iTunes by burning CDs and illegally downloading, which is not a good sign for the music industry.

A. BENDER aab003@lvc.edu

WE NOW DELIVER!

Amato Pizza & Italian Restaurant

—Taste of Italy—

344 E. Main Street • Annville, PA 17003

(717) 867-1810

FAX: (717) 867-4097

OPEN DAILY

Monday thru Saturday - 11:00 am to 10:00 pm
Sunday - 12:00 pm to 10:00 pm

LVC SPECIALS	
<p>SPECIAL #1</p> <p>2 LG plain pizzas \$15.95</p>	<p>SPECIAL #3</p> <p>Buy 4 cold subs get 1 free</p>
<p>SPECIAL #2</p> <p>Buy 4 cold subs & get 1 free!</p>	<p>SPECIAL #4</p> <p>2 medium plain pizzas \$14.99</p>

Hearing & Ear Care Center

www.HelpingUHear.com

274-3851

Dr. Linda Gonya-Hartman

**Discover 5 ways that you can
protect your hearing**

Custom musician plugs

Ear monitors

MP3 Player ear plugs

Call Now for an appointment!

Worst Album Titles

Sometimes it's the artist's name; sometimes it's the title of one of the songs. The title of a band's album is usually pretty run-of-the-mill. However, there are some albums titles that make you ask "Where the heck did they get that from?" Here are the 20 Worst Album Titles according to Cracked.com

20. C-Murder: The Truest
Shit I Ever Said (2005)
19. Fall Out Boy: Fall Out
Boy's Evening Out with Your
Girlfriend (2003)
18. The Kinks: The Kinks
are the Village Green Preser-
vation Society (1968)
17. Madonna: Music
(2000)
16. Fiona Apple: When
the Pawn Hits the Conflicts
He Thinks Like a King What
He Knows Throws the Blows
When He Goes to the Fight
and He'll Win the Whole
Thing 'Fore He Enters the
Ring There's No Body to Bat-
ter When Your Mind Is Your
Might So When You Go Solo,
You Hold Your Own Hand
and Remember That Depth Is
the Greatest of Heights and If
You Know Where You Stand,
Then You'll Know Where to
Land and If You Fall It Won't
Matter, Cuz You Know That
You're Right (1999)
15. Toby Keith: Shock'n
Y'all (2003)
14. Kansas: Point of Know
Return (1977)
13. Keith Murray: Rap-
Murr-Phobia (The Fear Of
Real Hip-Hop) (2007)
12. Squeeze: Cosi Fan
Tutti Frutti (1985)
11. Elton John: Captain
Fantastic and the Brown Dirt
Cowboy (1975)
10. The Butthole Surfers:
Hairway to Steven (1988)
9. Cher: Not.Com.mercial
(2000)
8. Deep Purple: Purpen-
dicular (1996)
7. Salt-n-Pepa: A Salt With
a Deadly Pepa (1988)
6. Mustard Plug: Skapoca-
lypse Now! (1992)
5. Public Enemy: How You
Sell Soul To A Soulless People
Who Sold Their Soul? (2007)
4. Genesis: From Genesis
to Revelation (1969)
3. John Oates: Phunk Shui
(2002)
2. R. Kelly: Chocolate Fac-
tory (2003)
1. Limp Bizkit: Chocolate
Starfish and the Hotdog Fla-
vored Water (2000)

Compiled by Alyssa Bender '11

Top Area Concert Venues

Best spots to see your favorite artists

Let's face it. With the exception of LVC's Music Department, Annville isn't ex-actly a hot spot for concert tours in Pennsylvania. So, as the fall and winter tour season is coming upon us, here's a list of La Vie's favorite venues in Pennsylvania

HERSHEY:

Hershey Park Stadium & The
Star Pavilion
(717) 534-3911
[http://www.hersheypa.com/
events/hersheypark_stadium/
index.php](http://www.hersheypa.com/events/hersheypark_stadium/index.php)
100 W. Hersheypark Drive,
Hershey PA 17033

The Giant Center
(717) 534-3911
[http://www.hersheypa.com/
events/giant_center/index.php](http://www.hersheypa.com/events/giant_center/index.php)
550 E. Hersheypark Drive
Hershey, PA 17003



CAMP HILL:

Gullifty's Underground
(717) 761-6692
www.parocks.com/gulliftys
1104 Carlisle Rd.
Cedar Cliff Mall, Camp Hill,
PA 17011

HARRISBURG:

Dragonfly Club
1-866-468-7619
www.dragonflyclub.com
234 N. 2nd St. Harrisburg, PA
17101
Seating Capacity/levels: level
1, level 2, Spy Club

READING:

Sovereign Center
(610) 898-7469
www.sovereigncenter.com
136 N. 6th St.
Reading, PA 19601
Seating Capacity: see Web site
for map

PITTSBURGH:

31st Street Pub
(412) 391-8334
www.31stpub.com
3101 Penn Ave. at 31st St.
Bridge, Pittsburgh's Strip
District
All shows 21 and over
www.myspace.com/31stpub

LANCASTER:

Chameleon Club
(717) 299-9684
www.chameleonclub.net
223 North Water St. Lancaster,
PA 17603
All Ages allowed. Twenty one
to drink

American Music Theater (717)
397-7700
[www.americanmusictheater.
com](http://www.americanmusictheater.com)
2425 Lincoln Hwy E. Lancast-
er, PA 17602

PHILADELPHIA:

Electric Factory
(213) 627-1332
www.electricfactory.info
421 N. Seventh St.
Philadelphia, PA 19123
First floor-all ages
Balcony- 21 and over

Johnny Brendas
(215) 739-9684
www.johnnybrendas.com
1201 N. Frankford Ave.
Philadelphia, PA 19125



North Star Bar
(215) 787-0488
www.northstarrocks.com
2639 Poplar St.
Philadelphia, PA 19130
Upstairs Dining Room

The M Room
(215) 739-5577
www.themanhattanroom.com
15 W. Girard Ave.
Philadelphia, PA 19123

Mann Music Center
(215) 893-1999
www.manncenter.org
5201 Parkside Ave.
Philadelphia, PA 19131

Compiled by Nina Balogh '10
and Brittany Tobias '11

Keep The Music Going!

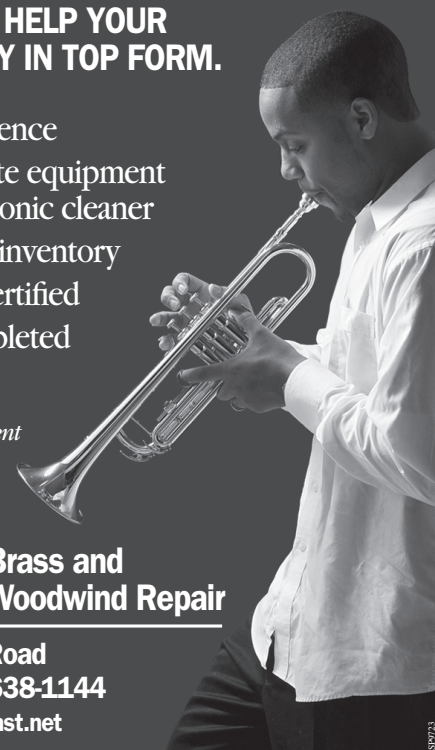
WE ARE HERE TO HELP YOUR
INSTRUMENT STAY IN TOP FORM.

- 30 years of experience
- The most up-to-date equipment
including an ultrasonic cleaner
- Over 700 parts in inventory
- Straubinger Pad certified
- Most repairs completed
within 1 to 2 days

Take your musical instrument
directly to the professional
when repairs are needed!

BOB'S Brass and
Woodwind Repair

27 Pheasant Ridge Road
Dillsburg, PA • 717-638-1144
email: bobsflutes@comcast.net



Harley-Davidson® / Buell®
Motorcycles
Motorclothes®
Parts & Accessories
Factory-Trained Technicians

1515 E. Cumberland Street
Lebanon, PA 17042
(717) 272-4986 • Toll Free (888) 894-4837
www.WHITESHARLEY.com
HOLIDAY HOURS: (Nov. 28 through Dec. 31)
M - F 9am-8pm • Sat. 9am-4pm • Sun. 11pm-4pm

American Express • VISA • Mastercard • Discover • Harley • VISA Card

A new IDEA

Students to evaluate courses and professors online

SARAH GRODZINSKI '10
LA VIE STAFF WRITER

For the first time in LVC history, students will be able to evaluate their courses and professors by an online system called the Individual Development and Educational Assessment (IDEA) this fall.

For almost nine years, LVC students have used a paper-based system to interact with the faculty and staff and give their feedback for each of the courses they took. Now, the college is trying something different—IDEA.

The system was created in Kansas State University in 1975 and is used by more than 120 different universities throughout the country. In this way, the college can compare its results to the same courses in many other schools.

"This system has much more potential for helping faculty to improve their courses than our old instrument had," said Dr. Michael Fry, professor of mathematical sciences and the head IDEA contact on campus.

However, there are some drawbacks to the system, according to students.

"I definitely think because you are doing it on your own time, you will get extreme responses: if you really like a professor or really dislike them," said Margaret Prebula '09, English and secondary education. "It's not something students will want to do on their own."

Christie Stratos '09, also an English major, agrees.

"Taking the evaluation in class meant that everyone had to fill it out, but if we are simply sent a survey through e-mail, not everyone will complete it and the results will not be as accurate," she said.

However, Fry has faith that they will be accurate.

In 2006 he helped set up a com-

"This system has much more potential for helping faculty to improve their courses than our old instrument had."

DR. MICHAEL FRY
Professor of Mathematical Sciences

mittee of four different professors and a student to make recommendations for the evaluations. This system was evaluated and tested last spring in about 30 courses. After this was used, the committee voted that this was the most efficient system for evaluations.

In these courses, Fry says 90 percent of the students responded.

About two weeks before the end of classes, students will receive an email and a link to complete the class evaluations. Students will also receive constant reminders.

There are two types of emails: a short form with 18 questions and a diagnostic form with 47 questions. The process only takes about ten or fifteen minutes to complete and is easy to follow.

With questions designated "learning objectives" and instructional methods and practices, as well as the quality of the course and the student's own level of effort, IDEA provides a much more efficient way of reviewing a course rather than the 10 questions the

former evaluation system previously asked.

After the courses are evaluated, reports about each course go to the instructor, the department chairperson, and the dean. They arrive within a few weeks along with recommendations about the teaching methods. Professors can find out which style of teaching is right for their specific class. The students play an important role in the periodic reviews professors receive from the department and the dean.

"IDEA can be a tool for ongoing course improvement," Fry said confidently.

"I like the system's flexibility," commented Dr. Grant Taylor, professor of art history and digital communications. "The student can complete the evaluation online within a two-week timeframe. I hope the students take the time to complete the online evaluations. The evaluations are important in both advancing better teaching practices and providing ongoing career development for all professors. An honest and considered evaluation will, I believe, benefit all fellow and future students and the college as a whole."

The deadline for completing these evaluations is December 5.

To find out more about the IDEA evaluation, students can visit <http://www.theideacenter.org>.

S. GRODZINSKI slg002@lvc.edu

Corrections & Clarifications

It is our continuing goal to provide readers with complete and accurate information. To that end, we welcome and encourage notification of any mistakes. Readers who wish to submit corrections should send an email to lavie@lvc.edu, subject line: *Corrections*.

from the previous issue
November 12th | Vol. 76, No. 9

NEWS

Page 1
Although identified as a student library worker in the caption "Worker Woes," Amanda Keith '10 is not affiliated with recent student opposition to policy changes.



CAMPUS CRIMEWATCH

11-13-08 | Arnold Sports Center Locker Room

Theft

A student reported cash was removed from his wallet in the sports center football locker room. Anyone with any information should contact Public Safety.

11-13-08 | Neidig-Garber Science Center

Medical assist

A Public Safety officer assisted Annville ambulance. Student was transported to the Penn State Hershey Medical Center.

Please report any suspicious activity to Public Safety at x6111.

SuperFan card proposed SGA also discusses library workers' protest

THE REV. PATRICK SALOMON '09
LA VIE STAFF WRITER

The fate of student workers at the library was the first order of business for Student Government Monday night.

SGA officials had met with Dr. Bryan Hearsey, Acting Vice President of Academic Affairs & Dean of the Faculty, to hear opposing sides of the issue.

There is, allegedly, no evidence that student jobs are in jeopardy. Grievances posed by the student workers are due in part to a series of miscommunications between student workers and Frank Mols, the director of Bishop Library.

After discussion, SGA determined it has little power to help ameliorate the situation other than to encourage a meeting between the student workers and Mols.

Also discussed was the intersection of Route 934 and Sheridan Avenue.

The school is in talks with PennDOT about installing a traffic light or advisory lights at the intersection.

A new program called the "SuperFan Card" was proposed for students who attend campus sporting events. The punch card would get validated at each sporting event a student attends. Once filled, the card can be redeemed for a free T-shirt.

P. SALOMON pss001@lvc.edu

La Vie Collegienne

101 N. College Ave | Annville, PA 17003
Campus Extension 6169 or lavie@lvc.edu

Established 1924

CO-EDITORS

Cassandra Kane '10
Jake King '11

FEATURES EDITOR
Katie Zwiebel '12

A&E EDITOR
Emily Gertenbach '11

PERSPECTIVES EDITOR
Jen Fontanez '09

SPORTS EDITOR
Steve Wisner '09

SENIOR COPY EDITOR
Bekah Achor '10

CIRCULATION MANAGER
Ryan Zvorsky '09

SENIOR PHOTOGRAPHER
Ben Waltz '11

BUSINESS MANAGER
Adam Brashear '09

ADVISER
Robert E. Vucic

La Vie Collegienne is published every Wednesday of the academic year. Meetings are held Mondays at 6 p.m. in our Mund office, activities room #3. We're always looking for new writers!

Crimson Frog Coffeehouse



Cedar Cliff Mall
1104 Carlisle Road
Camp Hill, PA 17011
761-4721 - Fax: 761-4722
www.crimsonfrogcoffee.com

Open Mic with Jonathan Frasier
2nd and 4th Wednesday of Each Month



Are you still
FREAKING OUT
about that paper?

We've been there. We can help.
The Writing Center

Football fumbles conference title

Despite the loss, the team turns in a solid 2008 season

RYAN ZVORSKY '09

CIRCULATION MANAGER

Nobody gave this team a chance to vie for the conference crown as it received enough votes to finish sixth in the preseason poll in the conference.

When the season ended Saturday afternoon, the LVC football program finished in sole possession of second place, finishing the 2008 season with a 6-4 record and a 4-3 mark in Middle Atlantic Conference play under Head Coach Jim Monos.

As the Dutchmen traveled to Lycoming in a MAC showdown, it was the Warriors who were crowned co-champions with Delaware Valley and received an automatic NCAA birth, defeating LVC by a final score of 23-15.

Joe Brennan '10 finished an out-

standing campaign, hauling in seven catches for 112 yards and two touchdowns in the defeat.

In the first quarter of play, the Dutchmen wasted no time scoring on their first possession of the contest, as Brennan was on the receiving end of the 20-yard strike from quarterback Caleb Fick '11 to make it 7-0 after the Brittany Ryan '11 PAT.

Brennan and classmate Matt Donley '10 were responsible for five catches for 71 yards on the 11-play, 4:35 drive.

Lycoming was able to get on the board later in the first on a Scott Erikson 28-yard field goal that sailed through the uprights to make it 7-3.

On the second drive for LVC, Fick was picked off on his first pass, giving the Warriors perfect field position on the Valley 39.

Eight plays later, Lycoming took a 10-7 lead after Josh Kleinfelter barreled in from six yards out.

The Valley came right back to take the lead, with Brennan playing hero once again, coming down with a 21-yard reception on a crucial third and 13 to make it 13-10.

On the drive, Brennan came up with a catch on third and 16 to move the chains, and classmate Bryan Lynch '10 scampered 13 yards on a third and four to keep the drive alive.

On Lycoming's next possession, Erikson put three more points on the board as he converted on his second field goal try of the afternoon, hitting a 24-yard attempt to tie the score at 13-13 at halftime.

Both teams traded turnovers early in the third quarter; LVC took the lead on a mistake by Warriors

quarterback Colin Dwyer as he was called for intentional grounding while being rushed inside the one-yard line. The referees awarded the Dutchmen with a safety, giving the team a 15-13 lead.

At the start of the fourth quarter, the see-saw battle continued as Erikson booted another field goal try, this one from 23 yards out, giving Lycoming the 16-15 advantage.

The LVC offense sputtered on its final four drives in the fourth quarter and could never recover from Fick's interception which resulted in a 13-yard touchdown for the Warrior defense.

Tailback Charlie Parker '10 rushed for 85 yards on 27 carries as seniors Andrew Shambach '09, Brian Cottone '09, and Bill Dixon '09 ended their careers with 15 combined tackles.

R. ZVORSKY rjz001@lvc.edu

Field hockey season ends in Maine

STEVEN H. WISNER '09

LA VIE SPORTS EDITOR

After a dominating win on their home turf, the field hockey team's season came to an abrupt halt on Saturday in Brunswick, Maine as the Valley fell to #6 Middlebury College.

The Panthers opened up the scoring with the clock at 6:50 off the stick of Chase Delano. LVC, however, was able to shut the Panthers' offense down for the rest of the half. Offensively, the Valley received a much needed goal by Danielle Blase '10, closing out the half in a 1-1 tie.

Middlebury, however, came out strong in the second half, scoring three early goals before the Dutchmen could respond.

Down 4-1, Shelly Lobach '11 notched a goal in the 48th minute, bringing the Valley back within two, but goalie Caitlin Pentifallo and the Panther defense held them there.

Delano closed out the scoring 20 minutes later with her third and final goal of the game, icing the 5-2 victory for the Panthers.

Throughout the game, the Dutchmen hung tough. Goalkeeper Caitlin Baro '10 recorded 15 saves between the pipes as she was tested all day long, as Middlebury's offense spent much

of their time in Dutchmen territory.

Oppositely, in the team's NCAA first round match-up, Baro was relatively quiet. The Valley held a commanding advantage in that game against the New England Pilgrims, allowing only one shot on the Dutchmen goal.

In the game, LVC beat New England 6-0 to open NCAA play.

Rookie sensation Jocelyn Novak '12 provided much of the damage, recording her second post-season hat-trick. Novak's three goals pushed her season total to 32 to lead the squad.

The Valley was so dominant that the Pilgrim's side of the field saw all the action, with the Dutchmen recording 30 more shots on goal.

LVC ended the season with a 19-4 overall record with two of the four losses coming against Messiah, the NCAA's top ranked team.

This was the fourth straight season the Valley received an NCAA bid and the first season the Dutchmen failed to reach the semi-finals since 2005.

In the wake of the season Amber Corcoran '09, Wolfe, Novak, and Lobach have all been named all-region by the National Field Hockey Coaches' Association.

S. WISNER

shw001@lvc.edu

Volleyball's first NCAA bid cut short

MATT MARTIN '09

LA VIE STAFF WRITER



Courtesy Sports Information

The LVC women's volleyball team ended their record-breaking season Thursday with a loss to Carnegie Mellon, 0-3.

Erin Yost '09 dished out 26 assists and eight digs, while sophomore sensations Joelle Snyder '11 and Emily Hopkins '11 combined for 19 kills in the game.

Even though the recent loss shadows the season's success, the clouds have a silver lining.

The 22-game win streak accumulated by the Dutchmen totaled the number of victories for the entire 2007 season.

For his achievements with the team, Coach Wayne Perry was awarded his third Commonwealth Conference Coach of the Year Award. Much of his success can be attributed to a team that saw four members of the

2008 squad earn all-star honors.

Erin Yost '09 was crowned Commonwealth Conference Player of the Year, while receiving a first team all-conference nod. Yost set the pace for the Dutchmen all season, landing 11.19 assists per game, which ranked second in the NCAA Division III.

Sophomores Emily Hopkins '11 and Joelle Snyder '11 also received first team honors, helping the Valley lay claim to the title of the top ranked offense in the conference for 2008. As a whole, the team combined for 1,575 kills, while putting up an impressive .243 hitting percentage.

Senior Brandi Roth '09 earned second team all-conference honors for anchoring the LVC defensive line. Roth dug out 534 balls, which ranks third in program history. The feat places her second on the career digs list with 1,742.

The 2008 season marked a historic year full of impressive firsts for the dominant women's volleyball team.

The girls went a perfect 14-0 on their home court and won the Commonwealth Conference Championship for the first time in program history. The team also corralled the program's first NCAA bid.

M. MARTIN

mam006@lvc.edu

Scoreboard

Football:

11/15 at Lycoming L, 15-23

Field Hockey:

11/12 vs. New England W, 6-0

11/15 vs. Middlebury* L, 2-5

Volleyball:

11/13 vs. Carnegie Mellon L, 0-3

Men's Basketball:

11/16 at Moravian L, 63-68

Women's Basketball:

11/15 at Rowan PPD

11/18 at Trinity W, 75-29

Ice Hockey:

11/14 vs. Hobart L, 1-4

11/15 vs. Elmira L, 0-7

Swimming:

11/15 vs. Cabrini Men: W, 124-78

Women: L, 94-109

Cross Country:

11/15 NCAA Mid-East Regionals

Men: 22 of 43

Women: 32 of 44

* denotes neutral site

Upcoming Games

For a complete schedule of upcoming games, visit:

GoDutchmen.com

VALLEY TALLY

The women's basketball team's first game was postponed due to condensation on the floor of the court, but they took yesterday's game readily, led by a 16-point performance by Lori Lidlow '10...The men's team played strong in their first game on the season but fell 63-68 to Moravian, shooting 47.9 from the floor. Dan Hodge '09 led the team with 21 points, and Sean MacIntosh '12 scored 11 in his Dutchmen debut...The cross country team competed in the NCAA Mid-East Regionals on Saturday in Waynesburg, Pa... The swimming team split its match-up against Cabrini with the men winning and the women falling short in the meet.

LA VIE/MIC SPORTS

>>> Out of the NCAA ranks

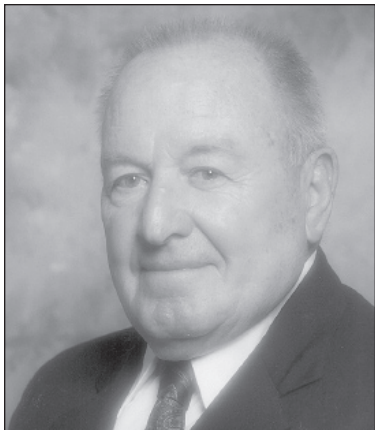
Both field hockey and volleyball were knocked out of their respective NCAA tournaments this week with tough losses, ending two impressive seasons

See Page 7



Dr. George 'Rinso' Marquette passes away at 84

An icon remembered

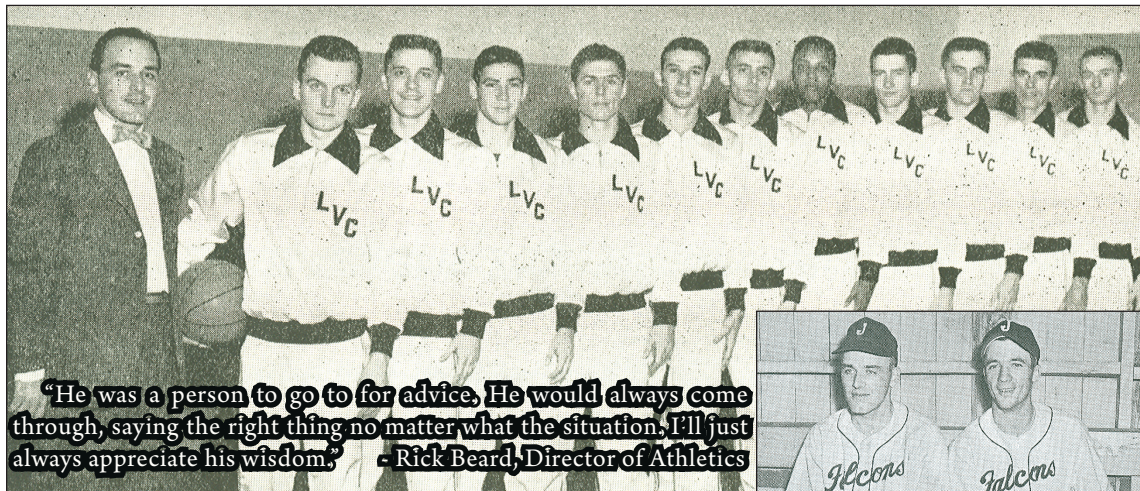


STEVEN H. WISNER '09
LA VIE SPORTS EDITOR

AND

RYAN ZVORSKY '09

CIRCULATION MANAGER



Courtesy Sports Information and La Vie archives

MOURNING A LEGEND George R. Marquette (left) was a significant figure in LVC history. He coached the 1952-53 basketball team (above) to an NCAA Sweet-16 berth and was a talented enough athlete to play minor league baseball (right)



"The two key ingredients are a job you enjoy and a good spouse."

These are the famous words about life spoken by the late Dr. George Reynolds "Rinso" Marquette '48, one of the most selfless men ever to grace the campus of Lebanon Valley College.

Sadly, he lost his fight with cancer on Saturday, Oct. 15, passing away at the age of 84. His death has had a deep impact on the college he retired from 18 years ago.

Marquette has always been tightly linked with the Valley. In fact, he found both his 'key ingredients' here.

Both he and his wife, Rufina Marquette '51, graduated from LVC.

Additionally, the 1948 graduate of LVC spent over 46 years as a student, three-sport athlete, head basketball coach, head baseball coach, chairman of the physical education department, and Vice President for Student Affairs before retiring in 1990.

Even after retiring, he continued to stay connected to the campus he held so dearly in his heart.

A prime example of this was when the kind-hearted Marquette made the two-hour bus ride on Dec. 7, 1999 to Juniata with head basketball coach Brad McAlester and the Dutchmen men's basketball squad.

Entering his fifth season, McAlester sat tied atop the team's all-time wins list with Marquette at 101 wins. With the 71-52 victory over Juniata, McAlester surpassed Marquette.

Marquette wanted to be there for McAlester when it happened, and Marquette loved every moment.

McAlester remembers all the fond memories he had with such a great individual.

"Rinso and I went out to lunch every year before the season started," said McAlester. "He only talked [about] the positives."

Rinso Marquette, who gained the nickname 'Rinso' at some point unbeknownst to him, never ignored problems and always focused on the positives while respecting everyone.

"Last year at the tournament [named in his honor], Rinso gave our team a powerful and uplifting pre-game speech," said the women's guard Amie Bickert '09.

Women's basketball coach Todd Goclawski invited Marquette to give that speech with his former player from the 1952-53 Sweet-16 team, Howie Landa. The speech helped the women's squad win the tournament, the first two wins of a sizzling 14-0 start.

"He was inspiring as he spoke to us about how to win," said Megan Bish '09, Bickert's teammate. "In order to win we needed to play hard and play scrappy, and the key to that was playing with heart and leaving everything we had out on the floor."

When speaking of Marquette's character and love for LVC athletics, every word of it is praise.

"Rinso was a wonderful man with a

great talent to impact the lives of others in a positive way," said Goclawski. "His love and generosity for the LVC community was, and is, inspiring. I admired how he shared himself so generously in service to others."

Goclawski fondly remembers his first interaction with Marquette.

"With a long and hearty handshake, Rinso warmly welcomed me to the LVC community when I was hired in 2006 and remained a friend and mentor," he said. "Rinso's passion and enthusiasm were contagious. He used his keen intelligence and kindness in a way that would leave you feeling inspired—he was a true coach and mentor."

Marquette respected everyone and in return, he gained respect.

"In taking his team through the greatest of seasons, Mr. Marquette has won the respect of every one of his ballplayers, and without his constant encouragement, these victories would have been an improbability," reads the *La Vie* article printed following the Valley's Sweet-16 loss to Louisiana State University on March 20, 1953.

This, the greatest of seasons for LVC basketball, was Marquette's first year at the helm. Marquette's Mighty Marauders recorded a 20-3 record in that 1952-53. The Dutchmen remain the smallest institution to ever achieve this feat, enrolling only 400 students at the time.

The team was named "Cinderella and the Seven Dwarfs." The undersized

team had no player taller than six feet, one inch, and to reach the LSU game the Dutchmen needed to knock off Fordham University at the Palestra in Philadelphia. With the game tied after regulation, LVC, the underdog, won an overtime thriller, 80-67.

Marquette's teams continued to succeed, posting records of 19-6 and 19-5 the next two seasons, despite key player losses.

Though the Sweet-16 run is the one thing that Marquette is most known for, he actually started his affiliation with the school a decade before the amazing NCAA run by the 1952-53 basketball squad as a student and an athlete.

In 1942, Marquette entered the school as a freshman, completing just a single semester before serving in the United States Air Force during World War II. He served as a radio operator and gunner on bombing missions, where he put his life on the line for 34 months.

After his service ended, he returned to the Valley, earning his degree in 1948 after starring in football, basketball, and baseball for the Dutchmen.

In fact, Marquette was so athletic that he got a spring training invite and a shot to make the Majors in baseball.

Instead of going to spring training, Marquette told *La Vie* in March 1990 he ended his chances at the Major Leagues for the woman he loved. Instead, he went back to school at Columbia University, earning his masters degree in 1951

and finally getting married to Rufina F. Balmer.

"I knew I had found the woman I wanted to marry," Marquette said. "I have never regretted it."

It is that kind of spirit and true love for life which has inspired the college community for so many years, from his time as a student to his years as Vice President of Student Affairs. And it is that spirit that continues to inspire.

"Everyone knows the story from the 1953 team," said men's guard Kyle Enoch '09, who saw Marquette as more than a great guy who occupied the same seat above the locker room doors at every game. "After the game, he would often have some words of wisdom, win or lose. He was truly a great member of the LVC community and will be sorely missed."

Marquette was one of those figures on a college campus that continues to transcend time.

"I've been following LVC since the 1940's," said Harry Speece, an avid fan of Dutchmen sports, who has conducted extensive research into its history. "I have never known Lebanon Valley when he was not a major part of it. Lebanon Valley and Rinso were synonymous."

Athletic director Rick Beard '90 fondly remembers Marquette for who he was off the court and sports fields.

"A great memory of him, I think, would always be around our Christmas parties that we would have up at Kreiderheim," said Beard. "He would always bring his trumpet and he would come up and he would always play Christmas carols...and everyone would sing along."

Marquette's funeral was this afternoon at St. Mark's Lutheran Church in Annville at 1:30 p.m., and his body was laid to rest at the Mt. Annville Cemetery.

After the service, a gathering was held in the West Dining Hall of the Mund College Center for a number of family and friends. Marquette is survived by his wife Rufina, a 1951 LVC graduate, two sons, four grandchildren, and one great-grandson.

We now must wish a dear friend to the Valley a final goodbye.

Rest in peace, Rinso!

S. WISNER
R. ZVORSKY

shw001@lvc.edu
rjz001@lvc.edu